

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A marketing system including:

a distinct first media source configured to

 broadcast a first show, of a series of shows, wherein the distinct first media source includes a distinct first interface configured to transfer marketing information within the first show to a remote recipient of the first show;

 a distinct second media source configured to

 present additional marketing information associated with the transferred marketing information by a distinct second interface to the remote recipient, wherein the distinct second interface is coupled to the distinct second media source; and

 accept from the remote recipient by the distinct second interface a proposed strategy, wherein the proposed strategy is based on the marketing information and the additional marketing information, wherein the strategy comprises a method to complete a goal;

 a searchable database configured to store a plurality of proposed strategies; and

 a processor configured to

 select at least one proposed strategy stored on the searchable database; and

 transfer the selected proposed strategy, by the first media source distinct first interface, within a second show, of the series of shows.

2. (Canceled)

3. (Previously Presented) The marketing system of claim 1, wherein the marketing information includes financial assistance products.

4. (Currently Amended) The marketing system of claim [[1]] 3, wherein the marketing information includes at least one of a transaction card, a financial service and a loan service.

5. (Currently Amended) The marketing system of claim [[1]] 4, wherein the show is a reality television show.

6. – 15. (Canceled)

16. (Currently Amended) The marketing system of claim [[1]] 5, wherein the second show is dynamically altered based upon the selected proposed strategy.

17. (Currently Amended) The marketing system of claim [[1]] 16, wherein the distinct first interface configured to transfer marketing information is a television.

18. (Currently Amended) The marketing system of claim [[1]] 17, wherein the second media source is a computer.

19. (Currently Amended) The marketing system of claim [[1]] 18, wherein the distinct second media source is further configured to search for additional marketing information associated with the transferred marketing information.

20. (Currently Amended) The marketing system of claim [[1]] 19, wherein the remote recipient is a small business owner.

21. (Currently Amended) The marketing system of claim [[1]] 20, wherein the distinct second media source is further configured facilitate communication between a member of the show and a remote recipient.

22. (Previously Presented) The marketing system of claim 21, wherein the communication between the member of the show and remote recipient occurs by at least one of a chat room, a bulletin board, internet web pages, and email.

23. (Currently Amended) The marketing system of claim [[1]] 22, wherein the recipient that provides a selected proposed strategy is designated to win a contest.

24. (Currently Amended) The marketing system of claim [[1]] 23, wherein the recipient that provided a selected proposed strategy is selected to appear in the second show.

25. (Currently Amended) The marketing system of claim [[1]] 24, wherein the distinct second media source is further configured facilitate communication pertaining to the show between a plurality remote recipients.

26. (Currently Amended) The marketing system of claim [[1]] 25, wherein a commercial broadcast during the first show presents additional marketing information associated with the transferred marketing information.

27. (Currently Amended) The marketing system of claim [[1]] 26, wherein the first show includes a storyline related to a business operation having an owner, the storyline having a predetermine issue related to the business operation.

28. (Previously Presented) The marketing system of claim 27, wherein the processor configured to select at least one proposed strategy based on criteria provided by the owner.

29. (Currently Amended) The marketing system of claim [[1]] 28, wherein the proposed strategy incorporates a product of a sponsor and corresponding to a predetermined issue related to a business operation of the first show.

30. (Previously Presented) A method comprising:

broadcasting, by a distinct first broadcasting computer system, a first show, of a series of shows, wherein the first show includes a storyline related to a business operation, wherein the storyline includes a predetermined issue related to the business operation, wherein the distinct first media source includes a distinct first interface configured to transfer marketing information within the first show to a remote recipient of the first show;

presenting, by a distinct second computer system, additional marketing information associated with the transferred marketing information,

accepting, by the distinct second computer system, a proposed strategy, wherein the proposed strategy is submitted by the remote recipient, wherein the proposed strategy is based on the marketing information and the additional marketing information, wherein the proposed strategy incorporates a product of a sponsor and corresponding to a predetermined issue related to the business operation of the first show; wherein the strategy comprises a method to complete a goal;

storing, by the distinct second computer system, a plurality of proposed strategies wherein the proposed strategies are stored to a searchable database;

selecting, by the distinct second computer system, at least one proposed strategy stored on the searchable database; and

transferring, by the distinct first broadcasting computer system, the selected proposed strategy within a second show, of the series of shows, wherein the storyline of the second show incorporates the proposed strategy.

31. (Previously Presented) A method comprising:

broadcasting, by a first broadcasting computer system, a first reality show, of a series of reality shows, wherein show includes a first set of marketing information;

presenting, by a computer, additional marketing information associated with the first set of marketing information, wherein the additional marketing information associated with the first set of marketing information is presented to a viewer,

accepting, by the computer, a proposed strategy, wherein the proposed strategy is submitted by the viewer of the show, wherein the proposed strategy is based on the first set of marketing information and the additional marketing information, wherein the strategy comprises a method to complete a goal;

storing, by the computer, a plurality of proposed strategies, wherein the proposed strategies are stored to a searchable database;

selecting, by the computer, at least one proposed strategy stored on the searchable database; and

transferring, by the first broadcasting computer system, the selected proposed strategy within a second reality show, of the series of reality shows.